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## Book Pricing Update -- Trends in Book Pricing by Subject Area -- June 30, 2002

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## Best Sellers from page 77

**Censorship: A World Encyclopedia**; Ed. By Derek Jones. Fitzroy Dearborn Pubs 2001 \$450.0 Cloth 2891 P. 1579581358.

**Codes and Ciphers: Julius Caesar, The Enigma and The Internet**. Churchhouse, R.F. Cambridge Univ Press 2002 \$55.00 Cloth 240 P. 052181054x.

**Copyrights and Copywrongs: The Rise of Intellectual Property and How It Threatens Creativity**. Vaidhyanathan, Siva. New York Univ Press 2001 \$27.95 Cloth 243 P. 0814788068.

**Creativity, Incentive and Reward: An Economic Analysis of Copyright and Culture In The Information Age**. Towse, Ruth, 1943-. Edward Elgar 2001 \$80.00 Cloth 192 P. 1840642548.

**Digital Preservation and Metadata: History, Theory, Practice**. Lazinger, Susan S. Libraries Unlimited 2001 \$55.00 Paper 359 P. 1563087774.

**Ethics and Librarianship**. Hauptman, Robert. McFarland 2002 \$35.00 Paper 151 P. 0786413069.

**Five Hundred Years of Book Design**. Bartram, Alan. Yale Univ Press 2001 \$35.00 Cloth 192 P. 0300090587.

**Guide To Library User Needs Assessment For Integrated Information Resource Manage-**

**ment and Collection Development**; Ed. By Dora Biblarz. Scarecrow 2001 \$17.50 Paper 70 P. 0810841312.

**Gutenberg: How One Man Remade The World With Words**. Man, John. John Wiley 2002 \$24.95 Cloth 312 P. 0471218235.

**Information Retrieval: Scifinder and Scifinder Scholar**. Ridley, Damon D. John Wiley 2002 \$95.00 Cloth 235 P. 0470843500.

**Instant Web Forms and Surveys For Academic Libraries**. Junion-Metz, Gail, 1947-. Neal-Schuman 2001 \$75.00 Paper 267 P. 1555704123.

**Intellectual Freedom Manual. Office for Intellectual Freedom of the ALA**. Amer Library Association 2002 \$45.00 Paper 434 P. 0838935192.

**Leadership and Learning: Helping Libraries and Librarians Reach Their Potential**. Pugh, Lyndon. Scarecrow 2001 \$35.00 Cloth 239 P. 0810841460.

**Libraries, The Internet, and Scholarship: Tools and Trends Converging**; Ed. By Charles F. Marcel Dekker 2002 \$99.75 Cloth 217 P. 0824707729.

**Library Meeting Survival Manual**. Soete, George J. Tulane Street Pubs 2000 \$29.95 Paper 144 P. 0970138407.

**Looking For Information: A Survey of Research On Information Seeking, Needs, and Behavior**. Case, Donald O. Academic 2002 \$89.95 Cloth 350 P. 012150381x.

**Managing Electronic Reserves**; Ed. By Jeff Rosedale. Amer Library Association 2002 \$42.00 Paper 196 P. 0838908128.

**Nature of "A Work": Implications for the Organization of Knowledge**. Smiraglia, Richard. Scarecrow 2001 \$49.50 Cloth 182 P. 0810840375.

**Ounce of Prevention: Integrated Disaster Planning for Archives, Libraries, and Record Centers**. Wellheiser, Johanna G. Scarecrow 2002 \$30.00 Paper 283 P. 0810841762.

**Patience & Fortitude: A Roving Chronicle of Book People, Book Places, and Book Culture**. Basbanes, Nicholas A. HarperCollins 2001 \$35.00 Cloth 636 P. 0060196955.

**Providing Library Services for Distance Education Students: A How-To-Do-It Manual**. Goodson, Carol F. Neal-Schuman 2001 \$59.95 Paper 227 P. 1555704093.

**Role and Impact of The Internet On Library and Information Services**; Ed. By Lewis-Guodo Liu. Greenwood 2001 \$67.95 Cloth 334 P. 0313309205.

**Usability Testing for Library Websites: A Hands-On Guide**. Norlin, Elaina. Amer Library Association 2002 \$32.00 Paper 69 P. 0838935117.

**Vandals In The Stacks?: A Response To Nicholson Baker's Assault on Libraries**. Cox, Richard J. Greenwood 2002 \$64.95 Cloth 219 P. 0313323445.



## Book Pricing Update

### Trends in Book Pricing by Subject Area — June 30, 2002

by **Tom Loughran** (Manager Approval Systems, Blackwell's Book Services, 6024 SW Jean Road, Bldg. G, Lake Oswego, OR 97035; Phone: 877-270-4338) <Tom.Loughran@Blackwell.com>

Each year, **Blackwell's** reports on pricing trends in academic monograph publishing. We derive this data from the books that were treated on our academic Approval Program during the previous year. In the year ending last June, we treated 40,444 academic monograph titles with an average list price of \$60.49. Excluding 1,742 reprints, the average list price of the 38,815 remaining new titles was \$61.79. This represents a 1% price increase in the average price of an approval book from the previous year.

#### Trends in Pricing in the Humanities

Within the universe of approval books, 13,329 **Humanities and Fine Arts** books increased 2% in price, from \$46.27 to \$46.99. **Art** books rose just 1% (the same as the overall rate) from an average price of \$50.92 to \$51.37. Books on **Architecture** increased 3%, from \$52.86 to \$54.48, and **Performing Arts** books, including **Music**, increased 6%, from \$46.95 to \$49.63. **Humanities** titles (excluding the **Fine and Performing Arts**) rose in sync with the price of an average approval title — again, just 1%. But within **Humanities** there were also

some significant decreases: the price of an average **History** title fell 4%, from \$50.61 to \$48.35 and **Folklore and Mythology** books fell 11%, from \$45.12 to \$39.98. The price of the average **Literary text** fell 1%, from \$25.73 to \$25.39, but the price of a volume of **Literary Criticism** rose 4%, from \$53.58 to \$55.88. Offsetting the fall in **History** and **Literature**, **Religion** titles rose 4%, from \$48.73 to \$50.52 and **Philosophy** titles rose 7%, from \$59.56 to \$63.58.

#### Trends in Pricing in the Social Sciences

The average price of 13,055 books in the **Social Sciences** (including **Law**) rose 2%, from \$56.05 to \$57.17. Again, within the broader category there were significant variations: **Law** and **Sociology** titles both rose 7% — from \$80.14 to \$86.04 for **Law** and from \$54.31 to \$57.96 for **Sociology**. Books in **Environmental Studies** rose 6%, from \$60.03 to \$63.84, as did books in **Military Science**, from \$46.53 to \$49.33. **International Relations** titles were up 10%, from \$52.31 to \$57.70. And **Sports and Recreation** titles were up 12%, from \$34.14 to \$38.27. **Psychology** titles rose 4%, from \$58.48 to \$60.92. Finally, **Anthropology** titles were

up a stunning 13%, from \$55.46 to \$62.40. Disciplines within the **Social Sciences** experiencing declines included **Political Science** (down 2%, from \$54.27 to \$53.12), and **Business Administration**, also down 2% (from \$56.13 to \$54.97). **Education** titles were down 4%, from \$50.61 to \$48.51, **Library and Information Science** titles fell 7%, from \$58.56 to \$54.27 and **Management** titles declined 9%, from \$59.68 to \$54.55.

#### Trends in Pricing in the Sciences & Technology

Even though the rate of monographic price increases has been modest over the past several years, this year we actually saw a decline of -1% in the price of books in the **Sciences and Technology**. Most purchasers of books in these subject areas know that they tend to be among the highest priced, and I am sure that any relief in pricing pressure on library budgets will be welcomed. The average price of a book in the **Sciences and Technology** went from \$83.56 to \$82.82. At the bargain end of **Sci-Tech** books, **Nursing** titles rose 1%, from \$43.99 to \$44.29. **Biology** and **Zoology** titles rose 2%, from

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# Talk of the Trade

by **Barry Fast** (Deltabooks, 186 Crooss Street, City Island, NY 10464;  
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## A Child Called Enron

With over two years on the bestseller lists, *A Child Called It* and its sequel, *The Lost Boy*, continue to provide big bucks for author **Dave Pelzer**. Because of his horrific childhood (which his own brother terms fictitious), **Pelzer** is a money machine, speaking to rapt audiences 270 days a year, sometimes several times a day. According to his wife, 25% of the crowd buys his books at these events. *The New York Times* reports that by his own accounting, **Pelzer** is selling between 40,000 and 400,000 copies of his books a year. This is quite a spread, even in our post-Enron world. To make matters more confusing, his publisher reports he buys only 1000 copies a year from them. So where is **Pelzer** purchasing the vast quantities of books he sells to his audiences? From book stores? From online book stores? Could these purchases create the impression that millions of people are buying his books from stores, keeping him firmly in the upper reaches of bestsellerdom? *The Times* wonders "how much is he healing and how much is he swindling...? Oh well, it's a Worldcom world, where numbers mean different things to different people, and now even the bestseller lists can't be trusted.

## Book Pricing Update from page 78

\$93.75 to \$96.08 and from \$80.92 to \$82.63, respectively. They were joined in the 2% increase by titles in **Agriculture**, which rose from \$87.76 to \$89.13. Books in both **Physics** and **Medicine** rose 4%, from \$101.40 to \$105.62 for **Physics** and from \$80.44 to \$83.31 for **Medicine**. **Astronomy**, **Forestry** and **Human Biology** all rose 6%: **Astronomy** from \$77.39 to \$82.18, **Forestry** from \$90.06 to \$95.47, and **Human Biology** from \$87.37 to \$92.98. Interestingly, while the price of 2,805 **Computer Science** titles declined 2% (from \$57.03 to \$55.85), 1,092 of those titles in **Personal Computing** rose 3%, from \$37.96 to \$38.93. **Chemistry** titles, perennially some of the most expensive, rose 12%, from \$124.25 to \$138.71. And **Veterinary Medicine** titles rose 14%, from \$68.39 to \$78.16.

The price of the average **Mathematics** monograph fell nearly 1%, from \$83.98 to \$83.45. 2,045 titles in **Technology** (encompassing all of the **Engineering** disciplines) fell an average 3%, from \$108.48 to \$105.52, while **Pharmacy** titles fell 4%, from \$121.04 to \$116.65. The largest percentage declines in SMT publishing were registered in **Animal Husbandry**, which fell 13% (from \$72.98 to \$63.58) and in **Dentistry** down 18% (or from \$87.86 to \$72.06).

The next *Trends in Book Pricing* column will be a half-yearly update of pricing in scholarly publishing. 

## Teeny Books Yield Giant Sales

Despite a difficult book market this year, mini-books are prospering and morphing. Now there are mini-books in other formats, like hanging trinkets of little CDs, along with the traditional pages usually filled with handy, quotable aphorisms. Next time you're checking out of a **Borders** or **Barnes & Noble**, notice all those tiny titles arranged near the cash registers, just begging for an impulse purchase. Two maxi mini-book publishers are pumping out millions of copies, such as **Running Press** with 40 million in 13 years, and **Peter Pauper** a close second. The *LA Times* says we even have a mini-book on the moon, courtesy of Apollo 11. One more reason to go back?

## Turned On by Wall Street, Turned Off in Texas

Earlier this year, when a new edition of a **Houghton-Mifflin** history textbook was discovered asserting that on the frontier "there were perhaps 50,000 prostitutes west of the Mississippi," the **Texas State School Board** insisted the words be excised in order for high schools to adopt the book in the Lone Star State. One has to wonder whether the **Board** would have reacted similarly to a lower number, say 20,000. Perhaps a recount is in order. Wielding its mighty sword of decency, the Board is now insisting that the cover photo on a business textbook must be changed. The photo shows the façade of the **New York Stock Exchange**, including the building's nude statues. No wonder the market is down this year. Those **Wall Street** money guys are too distracted to take care of business.

## "His Eye Dwelt with Insatiable Avidity Upon the Beauteous Orb"

Compelling prose, as quoted above, and an introduction by **Stephen King**, grace the **Oxford University Press** reprint of *The Monk* by **Mathew Lewis**, first published in 1796. This early Gothic shocker features lurid descriptions of rape and murder by a Catholic priest. According to **King**, it is also a satire on organized religion. Although the book was a best seller when originally published, and over the centuries has been adapted into plays and movies, few people outside academe have read it in the last 200 years.

**Lewis** was influenced by the excesses of the **French Revolution** when he wrote the novel, and his instant success propelled him into the glamorous world of the European literati. He hobnobbed with the **Shelleys** and **Goethe**, but **Lord Byron** found him a bore. Like **Margaret Mitchell** and **Harper Lee**, he authored only one book in his lifetime, but it was enough to impress the Marquis de Sade, who loved the book and celebrated it as an example of the excesses that rattled the comfortable world of Europe's entrenched aristocracy, both civil and religious. Eventually, however, **Lewis** was ordered by a

court to recall all copies of his book and issue a new expurgated version, with all words such as "lust," "incontinence," and "enjoyment" removed. A Dublin library did its part for decency as well, underlining all the dirty words so the reader could enjoy the book while avoiding the highlighted bad stuff.

Only a cynic would theorize that **Oxford** is riding the current Church scandals by reprinting a book that the contemporary book buyers will find largely unreadable, except of course for **Stephen King's** introduction, wherein he appoints **Mathew Lewis** the "Johnny Rotten" of the Gothic novel genre. Twenty bucks gets you over 400 pages of very dense, very flowery, very 18<sup>th</sup> century prose. Or you can try to find the Dublin library edition on the OP market.

## It's a Jungle Out There

With five marriages under her belt, **Valerie Gibson** is an expert on failed relationships. She is also a self-described "Cougar," her term for older women who date younger men. ("Pumas" are younger women dating older men—really, I'm not making this up). "It's all about being confident, sexy, and absolutely uninterested in commitment or children," says the *New York Post*, describing **Gibson's** new book: *Cougar: A Guide for Older Women Dating Younger Men*. The book contains such invaluable advice as carry condoms in your purse, try not to have more than three martinis on a first date, think short term, and dress sexy. For older women who have managed to date for years without this information, *Cougar* is a must-read.

## Lighten Up: She Still Has To Pay For The Booze From The Mini-bar

It appears that British author **Fay Weldon** is at it again. Last year the publication of her novel *The Bulgari Connection* elicited a storm of criticism. **Bulgari** paid **Weldon** an undisclosed sum to feature its brand in the title of her book. Outraged, a group of twenty authors mailed a letter to eighty five book reviewers, urging them to treat the novel as a promotional event instead of a literary work: "*The Bulgari Connection* is like a **Kodak Moment** or a **Budweiser Wassup**. It is advertisement..." "That her (advertising) copy promotes a high class jewelry store does not, somehow, lift it into the realm of literary art." Undeterred by this harsh criticism, **Weldon** has now moved into London's posh **Savoy Hotel** for three months as a "writer in residence" to finish her current novel. Her room, ordinarily priced at 350 pounds per night, is free, and she even gets a breakfast as part of the deal. "I don't think (the **Savoy**) are expecting me to mention them in my book," she said coyly on the BBC, "but it wouldn't be too wicked to change **Claridges** to the **Savoy** just this once." We'll see about that.

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